

Abstract of the Disclosure

On the basis of client information (user registration information) including musical information indicative of a type or model of performance equipment being used in a particular performance practicing terminal, a management server selects advertisement information related to the type of the performance equipment, and performs control such that the selected advertisement information is transmitted to the particular performance practicing terminal via a communication network. Because the client information includes such musical information indicative of the type of the performance equipment in the particular performance practicing terminal, the management server can select appropriate advertisement information related to the type of the performance equipment in the particular performance practicing terminal, and then transmit the selected appropriate advertisement information to the performance practicing terminal. Thus, it is possible to provide effective advertisement information to each interested user with increased efficiency.

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